

son . . . Pro is **Norman Flynn**, who played the tour last winter . . . The area at Lake Toxaway was flourishing resort in early 1900's and is now returning to vacationland prominence.

East Mountain CC in Westfield, Mass., is expanding from nine to 18 holes, with work expected to be completed by the 1966 season, according to co-owner **Ted Perez** . . . A nine-hole course is being laid out between Waterloo and Seneca Falls, N. Y., according to builder **Paul E. Perkins** . . . The 3200-yard course should be completed by 1967 and will be surrounded by real estate lots . . . **Arthur J. Bloomer & Son** will develop an 18-hole course and club at Franklin Lakes, N. J. . . . Architect is to be **Gerald C. Roby, Jr.** of National Golf Course Designers, Roslyn, L.I., N.Y.

Del (Sandy) Kinney, Jr. has joined **Harry Nettelbladt**, pro at GC of Avon, (Hartford, Conn. area) . . . **Bob Cintolo** is first assistant at Avon . . . **Mike Owens** has opened a lighted driving range at the Provo Club north of Liverpool, N Y. and plans to develop a 9-hole Par 3 course . . . Sportsman Park public course in Los Angeles will raise the height of its fences along a stretch of homes in order to afford owners greater protection . . . Fence height in the affected area will be raised from 12 to 30 feet.

Geoffrey Cornish reports that the nine-hole course designed by him at Pipestem, near Hinton, W. Va. will be ready for play by July 1, 1966 . . . The Golf and CC of Jessup (Ia.) has design ready for its new course . . . **Robert Maddox** has designed the 18-hole, 144 acre Elks GC in Hagar township, near St. Joseph, Mich. . . . Construction has started.

For the fourth year in a row, more than 1500 pro and amateur golfers from the U.S., Canada, Bermuda, England and Scotland will compete in the International Pro-Am Four Ball Tournament at Gleneagles GC, Perthshire, Scotland and at the Royal and Ancient Club, St. Andrews, Oct. 3-9 . . . **A. William (Bill) Bosshard**, an Akron, O. businessman, was winner of the Dorado (P. R.) Hilton International Handicap and as a result will tour the world this fall as golfing companion of



The newest trend in lockerroom styling is embodied in the men's lockerroom at the new Lone Palm GC, Lakeland, Fla. In the photo are **George Jenkins**, founder of the club, and **Jamie Jackson**, sectional secretary of the Florida PGA. Lockerrooms at the Champions Club, Houston, and Indian Creek, Miami Beach inspired the Lone Palm design.

Tony Lema . . . Runnerup in the tournament of Montreal, who was awarded a 10-day golfing vacation for two in Hawaii . . . Daykin will be married shortly and plans to use the trip for his honeymoon . . . **Stuart V. Smith** is the winner of the 1964 Old Smuggler hole-in-one contest . . . His prize is a vacation in Scotland . . .

A record number, over 2677, entries were accepted for the qualifying rounds of the USGA's Amateur Public Links . . . A total of 75 persons participated in the Southern Senior's tournament on Grand Bahama Island recently, with low gross for the field in 36 holes going to **E. L. Laxton** of Charlotte, N. C. . . . Women's low gross winner was **Mrs. L. Salisbury** of St. Petersburg, Fla. . . . A \$171,000 FHA loan to the Back Acres CC, south of Senatobia, Miss. assures expansion of the course to 18 holes and the addition of a swimming pool and bath houses, among other improvements.

Ray Ditmore now golf maintenance supervisor for the city of Los Angeles, Calif. . . . New officers of the Calif. Federation of the GCSA are: **Cliff Wagoner**, president; **Bill Hod**, first vp; **David Mastroleo**, second vp; and **Ben Axt**, sec-treas. . . . Next meeting of the Federation will be held Nov. 7-8 at San Luis Obispo, Calif.

(Continued on page 84)





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Indio Sends Out Scouts Before It Builds



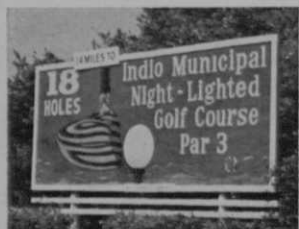
It seems like everyone in this desert town in California was out looking over courses before the city put in its munny layout . . . With the groundwork so carefully planned, it was almost impossible to go wrong when the construction was undertaken

By **DON CURLEE**

The California desert area around Palm Springs is well-known for its golf courses, but few of them are public. So the city of Indio decided that its golfing citizens should have access to their own course. It threw powerful lights into the bargain so they can enjoy it without braving the 120 degree daytime temperatures that summer brings. The course was put in play last November.

The 18-hole layout surrounds a 3-acre lake which gives the scene an oasis-like character that is intensified at night by the reflection of the lights against an otherwise black desert sky. It includes a 30 tee driving range, 280 yards long, and a practice putting green of nearly 19,000 square feet.

Golf course architect, Lawrence Hughes, complemented the naturally rolling dunes with a few undulations of his own to give the 2,721-yard course a pleasing and challenging character. The longest hole measures 230 yards and the shortest, one of four that cross or border the lake, is 100.





Indio put a little extra into its lighting system and near daytime brightness is the result. Some people call the course "the oasis in the night."

Driving desert winds made it necessary to reseed some of the common bermuda fairways more than once so that opening barely took place on schedule. The last three months of preparation were guided by Jack Mann who was hired as construction supervisor as seeding began. He had performed some conditioning miracles in previous assignments, and many of those who know the obstacles he faced in those hectic three months, say he performed one at Indio. When the course opened he became pro-supt.

City manager, Tom Selman, made the first contribution to Indio's municipal golf course. He had the imagination and vision to see it as it is today when it was nothing more than rolling waste, an 80-acre parcel purchased by the city



328 Bermuda greens hold up well under daytime examination. Pro shop is in background and off to the right is 280-yard driving range.



Jack Mann (r), who put the finishing touches on Indio course, stayed on as supt. and also runs the pro concession.

many years ago as an airport site. Subsequent considerations made it inadequate for airport use.

Even the state legislature cooperated unknowingly. It passed a law in 1959 allowing cities like Indio to issue revenue bonds for recreational facilities. Indio was the second city in California to do this.

Selman called in a financial consultant, J. B. Hanauer & Co. of Beverly Hills, and an industrial planning engineer, Woolacott Engineers of South Pasadena. A combined report of the two indicated, "winter and summer population is adequate to generate enough play to give sufficient operating income."

Income and cost projections submitted by the two gave Selman the support he needed to begin pushing the golf course project. At the same time he formed a group to do most of the talking for him.

The citizens committee did a lot more than talk. Selman was joined on the



Jack Mann, City Manager Tom Selman, who did so much to put Indio Par 3 course on the golf map, and city officials are seen as they complete dedication round.

committee by two members of the city council, a shoe store owner, a florist, an accountant and a haberdasher. All are golfers. In task forces of two or three, the committee scouted every Par-3 course in Southern California and spent hours playing, analyzing, and discussing them, especially the lighted ones. They found some weaknesses that even course operators had not detected. They asked many pros and supts. what they would insist on if they could start all over with their own courses. They relied heavily on advice from the National Golf Foundation and the USGA.

Didn't Want This

Architect Hughes had already completed preliminary design when the revelation struck the committee members unanimously that the one feature they wanted above all in Indio's course was

challenge. They remembered the experience of one Southern California course where golfers consistently preferred the back nine and steered clear of the front side.

The peripatetic committee sensed an increasing acceptance of Par-3 courses in general and night-lighted golf in particular wherever it went. This reconnaissance resulted in Selman's decision to anchor the Indio investment even more firmly than originally planned by increasing the light intensity almost 30 percent above accepted standards. He believed it would be a hedge against a possible race for the brightest lighted course — which still may occur.

Although the redesign of the lighting system cost an extra \$15,000, Selman had little trouble selling it to his committee when he read the engineer's report saying that the same project would cost about \$85,000 if it should become advisable after five years of operation.

The end result is 173 lights on 97 standards that burn 173,000 watts per hour and give considerably more than the recommended 5-8 footcandles for tees
(Continued on page 64)



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If I Made All the Money My Members Think I Make..

... "I'd be a rich man," says this Milwaukee pro...
It's time, he says, that those erroneous impressions
about markups and net profits be straightened out

By **ROMY ERDMANN**

Professional, North Shore CC,
Milwaukee, Wis.

The impression exists among many members of country clubs that a professional is in a business where the markup is high and his net profit is practically equal to his gross. Many of these people don't seem to take into account that we have substantial expenses.

If you were to do some opinion testing at your club, I venture to say that three out of five members would reply, "Oh, you make 35 to 40 per cent profit on your sales, don't you?" Further questioning would probably bring out the fact that most members realize you have some expenses, but they'd probably insist that your net has to be somewhere around 25 per cent.

If you were to say something to the effect that markups are deceiving and that after sales, closeouts, etc., your gross is actually reduced to around 25 per cent, you undoubtedly would arouse some skep-

ticism, if not outright disbelief. Then, if you were to add that a pro is lucky to net from 10 to 15 per cent, you'd probably be accused of figure skimming or juggling.

A member who is a businessman would believe what you told him.

The one who isn't would have his doubts. That 40 per cent as a markup is a magic figure so far as he is concerned — just like par 72 and 99.44 per cent pure. He reasons that if your markup is high, your net has to be high.

There isn't any doubt that professionals have been lax in allowing most of their members to think they are in a business where it is almost impossible to shut off the profit tap.

Actually, it hurts our business to have people think this. How many of our members, do you suppose, don't patronize us, or only buy the barest golfing needs in our shops because they think we are making too much money already?

Most of us should start some kind of a campaign to inform our members as



Golfer Denny Thiet (r) purchases golf balls from Romy Erdmann, Milwaukee North Shore pro, who wrote this article.

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to what the true profit picture is. They have been under the impression too long that the 40 per cent markup figure comes with the shop. They don't realize that we have expenses that eat heavily into our gross. They don't stop to think that if we buy wrong or overstock, we have to close out a lot of merchandise at cost or less than cost.

Let's assume that we are able to debunk that 40 per cent markup figure by convincing members that it does constitute the gross in some businesses, but where a pro operation is involved it's a number that somebody once picked out of the air and, unfortunately, it stuck.

Let's Get Into Costs

Maybe that is half the battle. Now let's get into what it costs to run a shop. Expenses are somewhat more involved and it's going to take a little longer to round them up and explain them to the members — not that we are expected to render a profit and loss statement. But let's have the expense figures ready just for the sake of being able to give the true picture of our operation —

- A club cleaning machine, a necessity at a country club, costs the pro around \$425. It lasts an average of three years. At a club where there are 250 members, two cleaning boys have to be hired. Their salaries aren't what can be called large, but it shouldn't be forgotten that boys aren't working for nothing these days.

- Three out of four pros pay all or the greater part of the assistant pro's salary. Depending on the size of the shop, salary outgo doesn't stop with the assistant. There may be two, three or four other people working for the pro on a full or part time basis. Included among these probably is an auditor. And, come to think of it, how many pros' wives work for a nominal salary?

Where Do Range Balls Go?

- Most professionals purchase range balls for the convenience of members. My club, for example, has only a small practice area that may not take as much traffic as clubs with larger ranges. Yet, 1,000 practice balls turn up missing every year at my club. This means that \$500 (mine) goes out the window.



Wes Barrios, assistant pro, and Erdmann check grip on club that has been returned for repair.

- Some, not all, professionals are required to buy all fixtures for their shops. At many clubs, such as mine, the cost of installing fixtures is split between the pro and the club. In the five full years I've been at North Shore I have put \$1,500 into display equipment and furnishings.

- Normally, the pro purchases the cash register, adding machine, typewriter, check writing machine and price stamping machine that he and his staff use. I don't think that many pros have an argument with this but the point is these machines cost money.

Time If Not Money

- Some clubs pay the caddiemaster; some pros pay the caddiemaster. Caddie training, more often than not, is the responsibility of the pro staff. This costs more in time than money, it's true. But somebody once said that time is money. Some of us do lose lesson fees because of the caddie program.

- Shop insurance premiums have doubled in the last five years because of the great amount of burglarizing that has been going on. Premiums also increase in proportion to the added stock a pro carries. If you are conscientiously trying to give your members larger stocks of merchandise from which to choose, you are run-

(Continued on page 70)